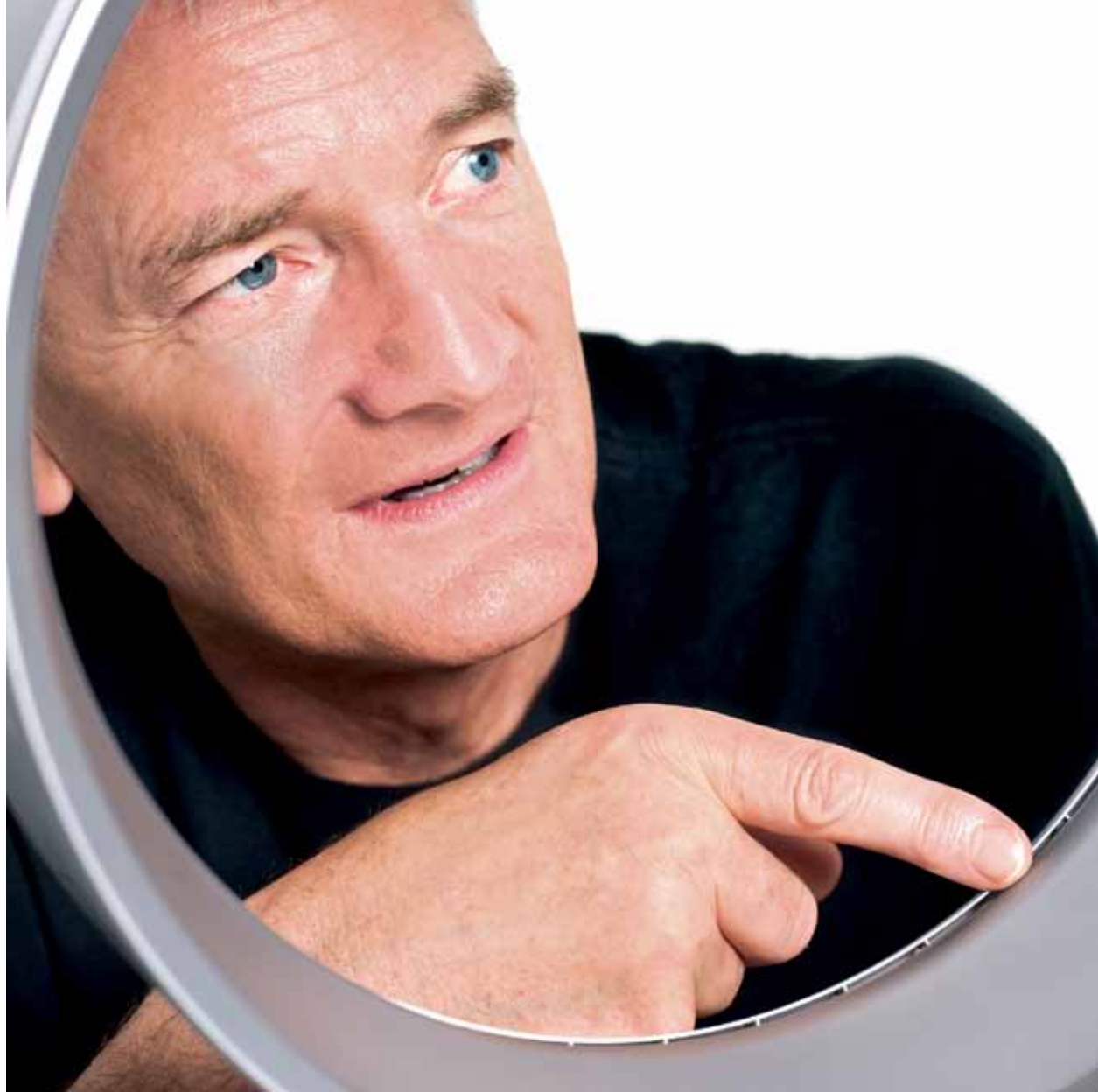
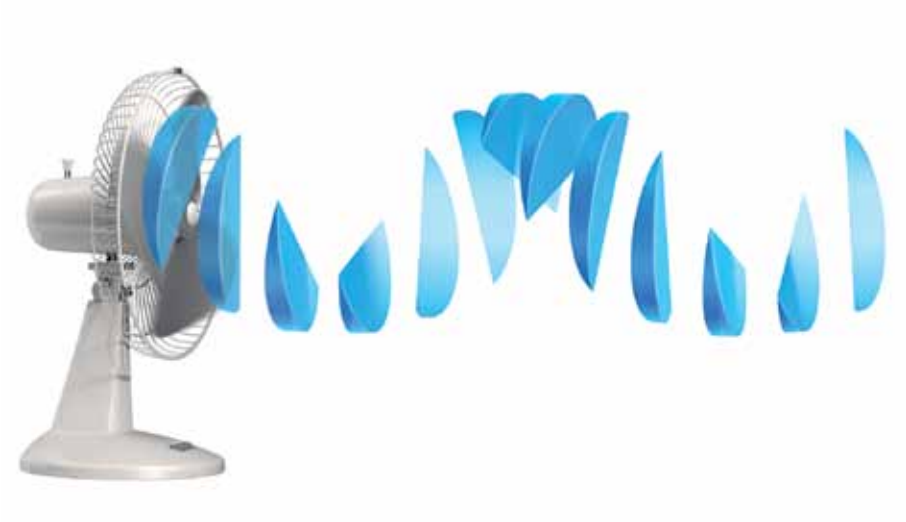
dyson

"Engineers look for improvement. 30 years ago, we began developing cyclone vacuum technology. More recently, hand dryers using high-pressure sheets of air instead of heat. Now our attention has turned to fans."
James Dyson





Blades cause buffeting.
The blades on conventional fans cause unpleasant buffeting because they chop the air before it hits you.

No blades. No buffeting.
Air Multiplier™ technology amplifies surrounding air, giving an uninterrupted stream of smooth air.

Fast-spinning blades.
Conventional fans have fast-spinning blades that have to be guarded by a safety grille.

Safe.
The Dyson Air Multiplier™ fan has no blades. It's safe.

Awkward to clean.
Conventional fans are complicated to dismantle and clean.

Easy to clean.
The Dyson Air Multiplier™ fan has no awkward grilles or blades.

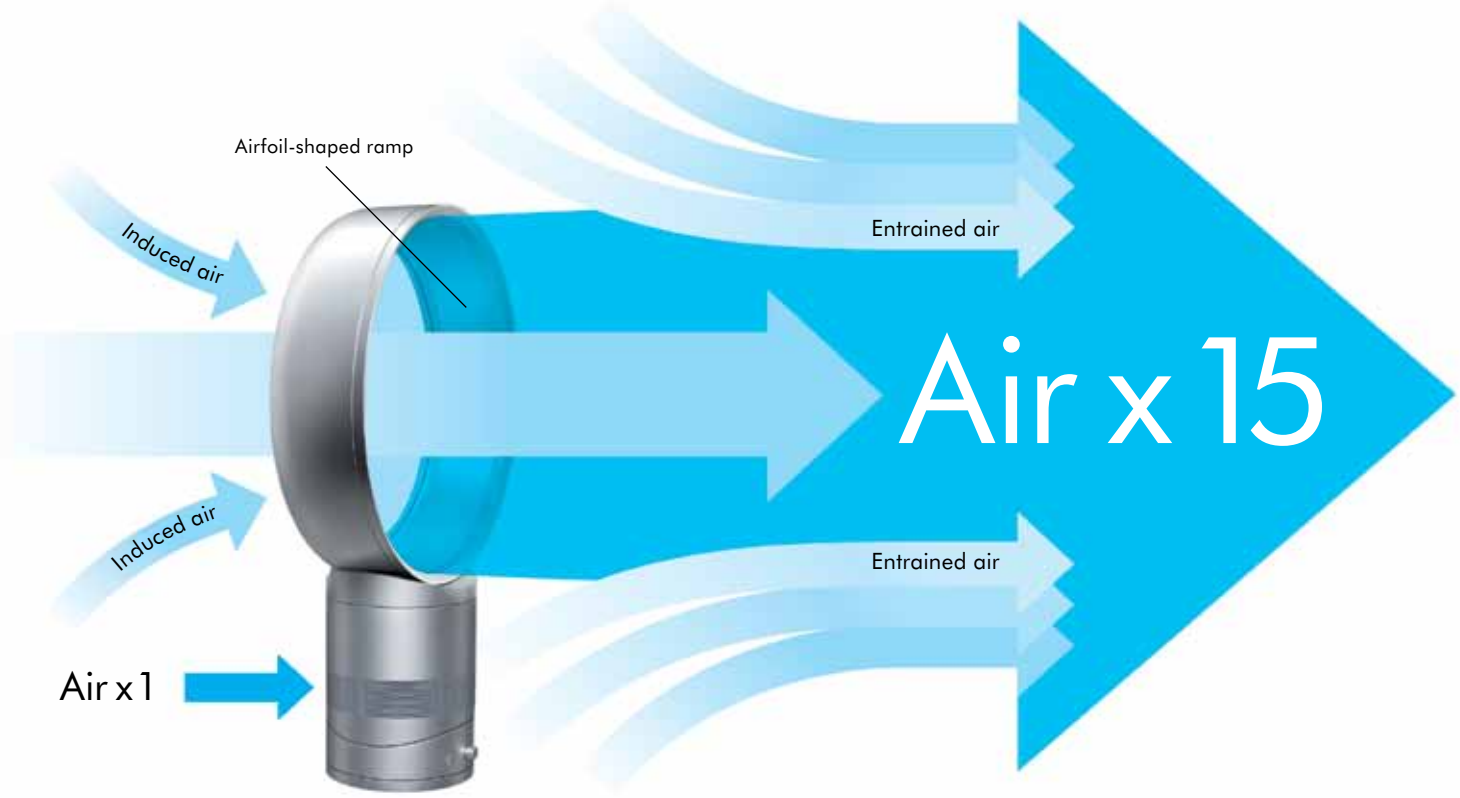
Limited settings.
Conventional fans only have 3 or 4 settings and one of those is ‘off ’. You wish you could adjust it a little.

Dimmer-switch.
The Dyson Air Multiplier™ fan has dimmer-switch control to precisely adjust airflow power.

Awkward to adjust.
Conventional fans are top heavy and awkward to adjust.

Touch-tilt.
The Dyson Air Multiplier™ fan pivots on its own centre of gravity, staying put without clamping.

How it works.

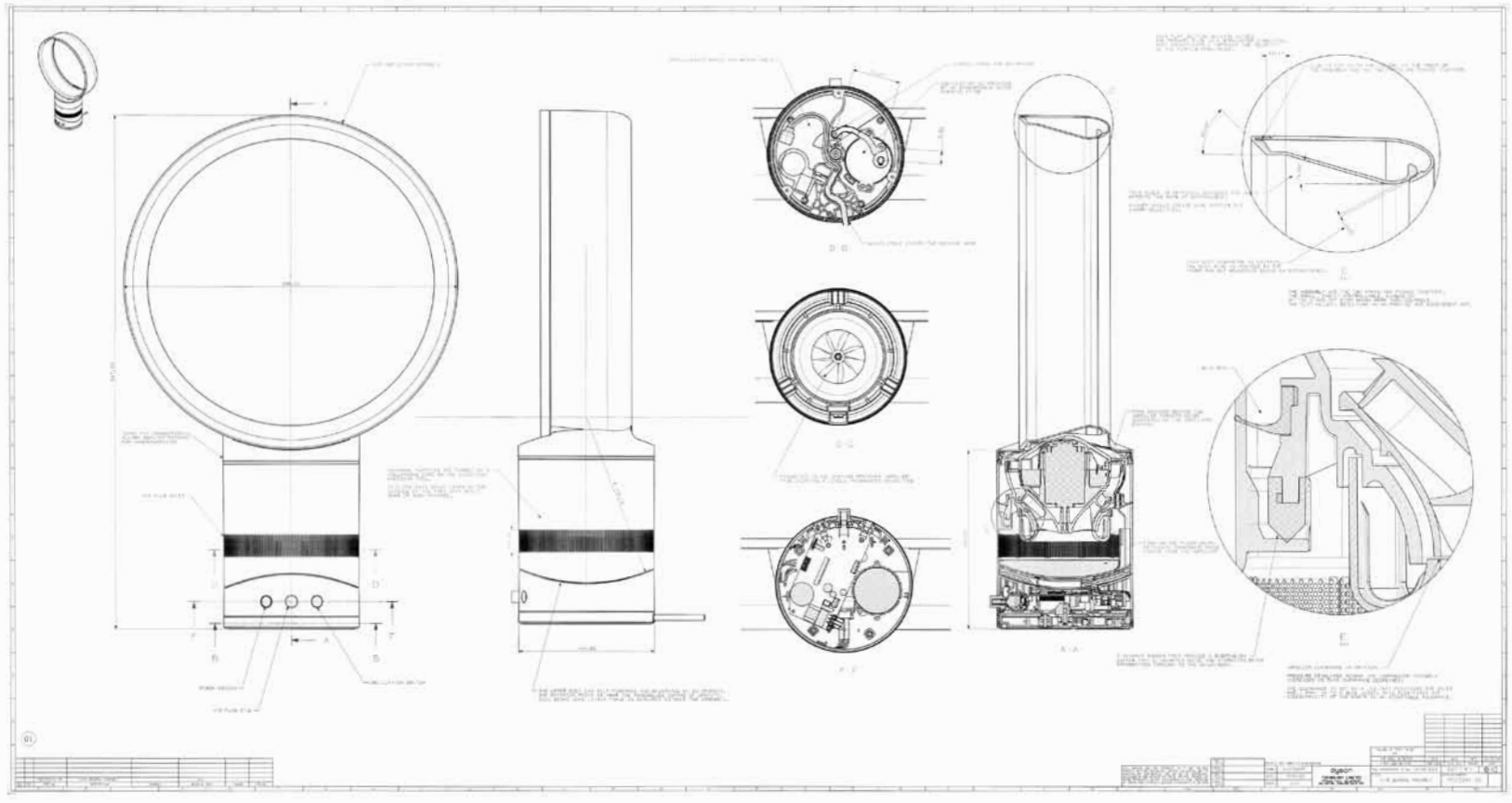


Air Multiplier™ technology.
Air is accelerated through an annular aperture. This creates a jet of air that passes over an airfoil-shaped ramp, channelling its direction. Surrounding air is drawn into the airflow, amplifying it 15 times (this is called inducement and entrainment).

Inside out

Dyson engineers always start with the core problem – then work outwards. So our machines look the way they look because of how they work.

One engineer had the original idea. But it took every discipline from Dyson's 650-strong team of engineers and scientists to develop Air Multiplier™ technology. Design engineers; electrical engineers; fluid dynamics technicians; prototype engineers; test engineers; software engineers; motor engineers; microbiologists; mechanical engineers.



dyson air multiplier

No blades. No buffeting.

AM01 desk fan 10"

Iron/Blue 10″

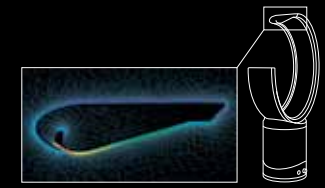
White/Silver 10″

AM01 desk fan 12"

Silver/Iron 12″

Mixed flow impeller
A combination of the technologies used in turbochargers and jet engines generates powerful airflow.

16° airfoil-shaped ramp
Generates maximum airflow velocity and volume.



1.3mm annular aperture
Air is forced out to create the annular jet.

Safe
No fast-spinning blades.

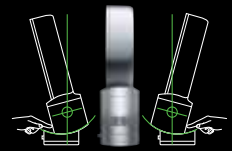
Easy to clean
No awkward grilles or blades.

10mm airflow projector
Directs more air towards you by focusing its exit angle.

Brushless motor
Energy-efficient. Variable power rather than the limited settings on conventional motors.

Low centre of gravity
Base-mounted motor. Not top heavy and unstable like conventional fans.

Air inlet
Up to 27 litres of air drawn in per second, generating primary airflow.



Touch-tilt
Pivots on its own centre of gravity, staying put without clamping.

Easy to assemble
Just push-fit loop amplifier to base, then twist.

On/off control
LED for use in the dark.

Airflow control
Dimmer-switch control. Precisely adjusts airflow power.

Oscillation control
Independent motor drives smooth 90° oscillation.

dyson air multiplier

No blades. No buffeting.

AM02 tower fan

Silver/Silver

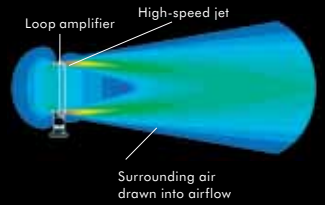
Iron/Blue

Variable airflow control
Push button to quickly adjust airflow power.

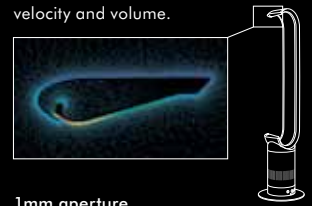
Safe.
No fast-spinning blades.

Easy to clean.
No awkward grilles or blades.

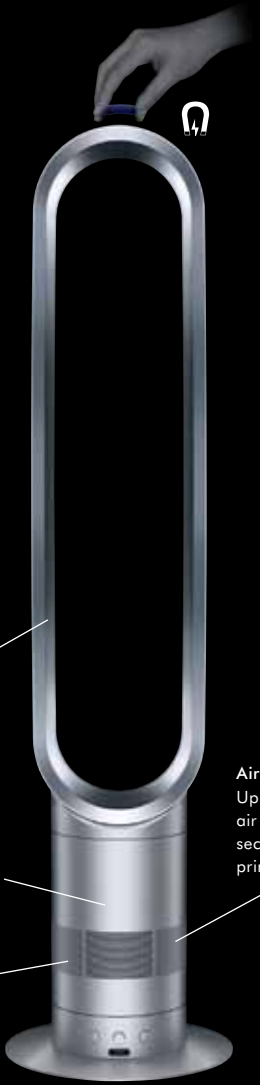
Air Multiplier™ technology
A jet draws in surrounding air, amplifying it 16 times.



7° airfoil-shaped ramp
Generates maximum airflow velocity and volume.



1mm aperture
Air is forced out to create the jet.



13mm airflow projector
Directs more air towards you by focusing its exit angle.

Mixed flow impeller
A combination of the technologies used in turbochargers and jet engines generates powerful airflow.

Brushless motor
Energy-efficient. Variable power rather than the limited settings on conventional motors.

Air inlet
Up to 33 litres of air drawn in per second, generating primary airflow.

Low centre of gravity
Heaviest components positioned low-down for improved stability.

Remote control

On/off control

Variable airflow control
Push button to quickly adjust airflow power.

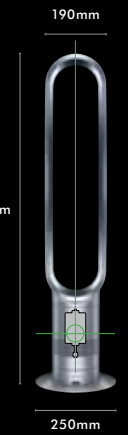
Oscillation control
Independent motor drives smooth oscillation.

Magnetic location
Curved and magnetised to store neatly on the machine.

Safe
No fast-spinning blades.

Easy to clean
No awkward grilles or blades.

Easy to assemble
No tools required.



dyson air multiplier

No blades. No buffeting.

AM03 pedestal fan

White/Silver

Variable airflow control
Push button to quickly adjust airflow power.

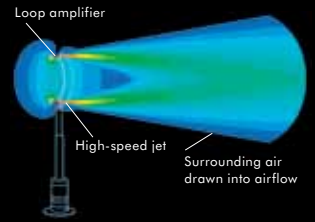
Safe
No fast-spinning blades.

Easy to clean
No awkward grilles or blades.

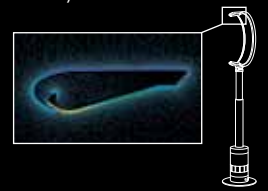
Easy height adjust
Lift and lower with one hand. No clamping needed.

Easy to tilt
Stays put without clamping.

Air Multiplier™ technology
A jet draws in surrounding air, amplifying it 18 times.



7° airfoil-shaped ramp
Generates maximum airflow velocity and volume.

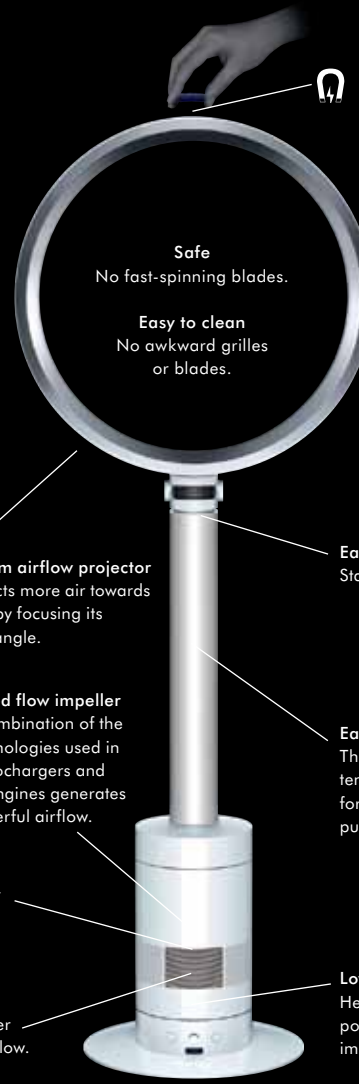


1mm annular aperture
Air is forced out to create the annular jet.

Mixed flow impeller
A combination of the technologies used in turbochargers and jet engines generates powerful airflow.

Brushless motor
Energy-efficient. Variable power rather than the limited settings on conventional motors.

Air inlet
Up to 33 litres of air drawn in per second, generating primary airflow.



Safe
No fast-spinning blades.

Easy to clean
No awkward grilles or blades.

13mm airflow projector
Directs more air towards you by focusing its exit angle.

Easy to tilt
Stays put without clamping.

Easy height adjust.
The stand uses a constant force tensator spring to resist the force of gravity. So it stays put without clamping.

Low centre of gravity
Heaviest components positioned low-down for improved stability.

Remote control

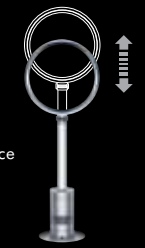
On/off control

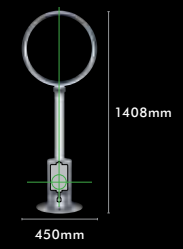
Variable airflow control
Push button to quickly adjust airflow power.

Oscillation control
Independent motor drives smooth oscillation.

Magnetic location
Curved and magnetised to store neatly on the machine.

Easy to assemble
No tools required.





dyson air multiplier

No blades. No buffeting.

Blades cause buffeting.

No blades. No buffeting.

Guaranteed for 2 years. Parts and labour.
For advice and support, call Dyson experts
7am–10pm, 7 days a week.

UK 0800 298 0298
ROI 01 475 7109
Learn more at www.dyson.co.uk
See reviews at www.dysonairmultiplier.com

JN. 35513 17.06.10